



**City of Rochester**



**Department of Parks, Recreation, and Human Services  
Bureau of Human Services**

Loretta Scott  
Commissioner

Jackie Campbell  
Director

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**Community Development Block Grant Program**

**REQUEST FOR PROPOSALS**  
for  
**SEVERELY AT-RISK YOUNG MALES**

**AUGUST 2005**

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**T A B L E O F C O N T E N T S**

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## 1. BACKGROUND

The City of Rochester's strategic plan, **Rochester 2010: The Renaissance**, highlights eleven themes aimed at making Rochester a better place to work and live. In October 2000, several city departments came together to develop ideas for future city-sponsored youth programs and services beneficial to, but not readily available for the youth of Rochester. These ideas became the City's first **Comprehensive Youth Services Plan**. In 2003 the Mayor's **Youth Summit** developed a comprehensive set of strategies to address youth issues. These two initiatives, as well as the recent national focus on youth, serve as a framework for the planning, implementation and evaluation of city-sponsored youth programs and services.

Despite successes of local youth programs, many local disadvantaged youth have aged into disadvantaged and seriously at-risk young adults. The 2000 census showed 23.4% percent of Rochester's population was living below the poverty level. According to the 2002 Metro Council for Teen Potential County-wide Youth Survey, 31% of youth respondents had seen someone shot, stabbed or beaten in their neighborhood, and 37% said they had seen the same in school. The Rochester City School District reported that in 2001 there were 120 assaults or attempted assaults in elementary school, and there were 1,087 suspensions for violence. It is no wonder Rochester ranks extremely high in the nation, for a city it's size, for extreme violence. With this scenario as a context for growing up, many youth are at risk.

"The U.S. Youth population contains a relatively small number of youngsters who are at extremely high risk. These are youth facing likely failure in the labor market, early pregnancy, substance abuse, homelessness and serious involvement in the criminal justice system."

From "Guides for the Journey" (June 2004), Thomas Smith of Public/Private Ventures

The reality of the existence for young urban males in the City of Rochester is bleak. Of the top 60 cities in the United States, Rochester ranks 15<sup>th</sup> in per-capita homicides, and among the 100 cities of the same size, Rochester ranks 3<sup>rd</sup>. Unemployment in some urban neighborhoods is 23%, and the youth drop out rate is close to 70% ([USCensus.gov/Albany.edu/sourcebook](http://USCensus.gov/Albany.edu/sourcebook)). As for the relationship of school to employment, we already know that adults who do not finish high school are less likely to be employed, and if employed are more likely to have low-wage paying jobs. And while programs are expanding and increasing in number in order to prevent youth from becoming these statistics, there is a growing segment of aging male youth that is in dire need of non-traditional programs, services, and life-altering help.

To focus effective programs and services into the lives of these young adults, the Bureau of Human Services (BHS) will expand its program prioritization specifically to include the older male youth population of Rochester. BHS will dedicate \$170,000 of CDBG funds for programs that offer creative yet substantial supports and services that will help to change the life direction of seriously at-risk young males, with the ultimate goal of employment as a key to maintaining a productive life.

## 2. SCOPE OF ACTIVITIES

This request is issued in support of Strategy II of the BHS Funding Guide, and will provide financial support for the development and implementation of programs and services that will offer intense personal support, guidance, and development for seriously at-risk young adult males, with the ultimate goal being their employment and constructive living in this community.

“ high-risk target groups... a comparatively small number of young people create a great volume of social cost and disproportionately burden human services programs. One study estimates that the societal savings that would result from diverting one career criminal would be roughly \$1.5 million; simply keeping a dropout in school would save almost \$400,000 “...what approach to “priority”... makes the most sense? One that has gained widespread acceptance and recognition is adult involvement through mentoring, counseling, teaching and coaching in a range of settings.”

From “Guides for the Journey” (June 2004), Thomas Smith of Public/Private Ventures

The Bureau of Human Services recommends young adult development programs and activities that include, but are not limited to:

- Promoting the inclusion of one or more caring adults in the life of seriously at-risk young males
- Using recommended strategies from the National League of Cities “Re-engaging Disconnected Youth” Action Kit for Municipal Leaders
- Supporting young males in “transitional” circumstances:
  - focus on alternatives to incarceration
  - reconnect young adults with criminal records to education and employment
  - promote economic success among youth aging out of foster care
  - disengage young males from gang involvement
- Promoting tutoring and academic achievement
- Developing workforce connections
- Providing Sports or Arts Programs (Dance, Drama or Talent Development) supplemental to job skills development and/or certified education courses
- Providing Rites of Passage Programs (including cultural heritage and cultural enrichment programs) supplemental to job skills development or certified education courses
- Providing Service Learning and Community Service Project activities (including Neighborhood Civic Responsibility Programs) supplemental to job skills development or certified education courses
- Promoting one or more of the following categories of the 40 Developmental Assets: Empowerment; Constructive Use of Time; Commitment to Learning; Social Competencies and Positive Identity.

### **3. PROPOSAL ELIGIBILITY CRITERIA**

- Target young adult males between the ages of 18 to 26 years old
- Target one or more of the 40 developmental assets (see attachment)
- Provide a safe environment as an integral ingredient
- Provide services that incorporate developmentally appropriate, well supervised, culturally sensitive programs with positive adult role models
- Provide opportunities for the young adult males to positively reconnect to the four main arenas of their lives: employment, community, family, and education;
- Address transportation needs
- Fill a demonstrated gap in services or build on existing programs that can demonstrate success as defined by appropriate outcomes
- Incorporate sufficient program evaluation and measurement of client progress
- Compliance with the stipulations of the BHS Funding Guide
- Not exceed the maximum amount of \$85,000 (there is no minimum amount)

### **4. PROPOSAL SELECTION CRITERIA**

A. The selection criteria for funding will focus on four primary issues:

1. Proposal's ability to articulate the programs, activities and/or services to be provided to young adult males, and the opportunities gained from such experiences.
2. Ability to relate the opportunities gained from participation in the programs, activities and/or services and relate them to the community-wide outcome of youth leading healthy lives, and the Renaissance 2010 Plan.
3. Ability to fully articulate its evaluation process, including how it would be known that outcomes were achieved and define the measures to be used to determine this.
4. Ability to integrate existing community services and resources into program model and design.

☛ Note: BHS is interested in helping your program to review its successes and/or failures and learn from them, so the program can develop to its fullest potential. While there is required monitoring and accountability for contracted services, these are seen as separate functions from evaluation. We encourage your evaluation plan to include reflective learning in order to appropriately incorporate continuous improvement.

B. The evaluation criteria for proposal scoring will include the proposer's ability to:

- Provide all RFP requested information in a timely, legible, thorough, and complete manner;
- Demonstrate collaboration with diverse groups and/or organizations that serve the target population;

- Demonstrate ability to coordinate a mix of programming, location sites and to exercise oversight over program resources;
- Document experience with the targeted age group and demonstrate credibility within the community;
- Demonstrate the stability of the applicant organization or consultant;
- Demonstrate a track record of hiring program staff reflective of the target group;
- Demonstrate that the quantity and intensity of proposed activities appear cost effective;
- Demonstrate that the proposed programming incorporates characteristics of best practices of similar programs;
- Redirect/restructure current resources/services to meet the needs of seriously at-risk young adults.

## 5. ADMINISTRATIVE PARAMETERS

The Bureau of Human Services has allocated a total of \$170,000 in Community Development Block Grant funds to support activities that prioritize services to at-risk young adult males. These activities and services are expected to be:

- in accordance with the stipulations of the BHS Funding Guide that accompanies this RFP.
- contractually administered by registered 501c3 entities.
- contractually administered within a one year time frame, with the possibility of renewal as described in the BHS Funding Guide.
- funded depending on the number of quality proposals received and the amount of funding available.
- processed through City administrative stages that can take 30 to 60 days.
- covered by a Certificate of Liability Insurance listing the City of Rochester as additionally insured for a minimum of \$1 million, and, a Certificate for Workers' Compensation. (Certain consultant and professional services agreements may qualify for exemption from these certifications.)
- monitored and administered by the Bureau of Human Services. CDBG contracts require administrative services in the form of required program files; claim voucher back-up documentation; monitor meetings; monthly reports; a final report; and any needed or requested information by BHS regarding the funded program.
- reimbursed for costs through a monthly claim voucher/project report system. Monthly claims for reimbursement are part of the monthly monitoring report system. Claim processing is dependent on the filing of accurate and timely monthly project reports with BHS.

## 6. RFP APPLICATION PROCESS

☛ Proposals **must**:

- be typed in #12 font, Times New Roman, single spaced,
- not exceed 10 pages, excluding budget and attachments,
- respond to the RFP narrative in the same order as written, and,
- include each narrative sub-statement.

Proposal Contact Person: ..... Ted Nylon, BHS Grants Specialist  
428-6899 or [naylont@cityofrochester.gov](mailto:naylont@cityofrochester.gov)

For electronic copies: ..... go to [www.City of Rochester.gov](http://www.City of Rochester.gov) home page,  
(after August 22) select "Business" from the main menu, then  
"Requests for Proposal" from the sub-menu.

**Proposals due: ..... 12:00 noon on Friday, September 16, 2005**

Review Period: ..... September 16 - September 23, 2005

Expected recommendation date: ..... September 26, 2005

Expected notification date: ..... September 30, 2005

City Council Approval date: ..... November 15, 2005

Contract Start Date: ..... December 1, 2005

☛ Submit one (1) original RFP Application and five (5) copies, **clipped** (not stapled) to:

ATTENTION: CDBG RFP  
Ted Nylon, Grants Specialist  
Bureau of Human Services  
City Hall, 30 Church Street, Room 222-B  
Rochester, New York 14614

**☛ Deadline is 12 NOON on September 16, 2005**

**LATE SUBMISSIONS WILL NOT BE ACCEPTED.**

**SUBMISSIONS NOT IN COMPLIANCE WITH THE ABOVE  
PARAMETERS WILL NOT BE READ.**

BUREAU OF HUMAN SERVICES  
**AT-RISK YOUNG ADULT MALES**  
**COVER PAGE**

Name of Applicant:

Title of Project:

Address of Applicant:

Address of Project Site:

Contact Person for this application:

Phone Number:

Fax Number:

E-mail address:

Area of City served (City quadrant and Sector number[s])

Total # of young adult males served:

Total amount requested from City:   \$

Total matching funds:                   \$

Total Project Cost:                       \$

Description of Project (one paragraph summary):

## NARRATIVE

**Using 12 point, Times New Roman type, submit a narrative of no more than 10 pages. List responses in the numerical order that follows, and include the text language in each section as headings for your responses.**

### **A. Need (20 points)**

1. Describe the young adult male population you intend to serve (include specific risk factors, areas of need, barriers, or gaps in services, and how the proposed project will address them. (Statistical data must be source identified.)
2. Describe what assets are being developed/stressed with this program and how the program expects to succeed doing this.
3. Describe any community partners, resource expertise, and/or youth input that is part of the planning of this proposal and/or will be part of the proposed program.
4. Describe what makes the approach of your program credible in its content and credible in its acceptance by the target population.

### **B. Goals, Objectives, and Activities (30 points)**

1. Complete the attached Logic Model and include as an attachment to the Narrative.
2. Describe the long term goals of your program, what services your program will offer to achieve these goals, and why these goals will be positively received by the young adult males.
3. List the specific objectives of your program, break down these objectives into the action steps that will achieve them, and list the performance standard that will be the measurement of the objective. (Similar to Logic Model information)

*Example only:*                      *Will provide alternatives to attractions of negative behavior for young adult males that are at-risk of joining a gang.*

4. List the activities and action steps that will compose the achievement of each objective.

*Example only:*                      *Will provide 8 evenings of adult recreational, social, or personal preference activity per month to 20 young males ages 18-26 and their adult mentor.*



5. List the expected performance standard (the percentage of the participants who will benefit from the activity compared to the total number who participate in the activity.)

*Example only: 90% of the young adult males who attend the 8 evenings a month program provided with mentor will not join a gang.*

6. Submit a program activity schedule based on a yearly calendar.

**C. Applicant Capacity and Credibility (20 points)**

1. Describe linkages, community partners, leveraging of resources, in-kind commitments, youth and community involvement and support.
2. Attach job titles and descriptions of project staff and an organizational chart. If applicable, include names of individuals being considered for the job descriptions listed.
3. Describe your agency/program history working with the target population and other organizations that work with this population.

**D. Evaluation (15 points)**

1. Describe how you will determine success.
2. Describe the process that will take place to allow for effective evaluative evidence that your program is making progress toward its goals.
3. Describe how will you determine what impact the program is having.
4. Describe how will you select and evaluate staff and their progress.

**E. Fiscal (15 points)**

1. Complete all the CDBG Project Budget Forms, and include a budget narrative for all costs.
2. If applicable, describe any matching funds or resources that will be used in addition to the CDBG request, and any efforts that could be considered efficiencies for the program.
3. Describe what efforts you will employ to sustain your program beyond CDBG funding.

# BUDGET

B-1

Agency/Program: \_\_\_\_\_

EXPENSE CATEGORY		COMMUNITY DEVELOPMENT FUNDS	OTHER FUNDS	TOTAL
1. PERSONNEL	1.1 Staff Salaries: <i>LIST JOB TITLES:</i>	/	/	/
		Subtotal Salaries		
1.2 Employee Benefits:	a. <i>Life Insurance</i>			
	b. <i>Health Benefits</i>			
	c. <i>Retirement Plan</i>			
	d. <i>Other Benefits</i>			
	Subtotal Benefits			
1.3 Payroll Taxes:	a. <i>FICA</i>			
	b. <i>Unemployment Insurance</i>			
	c. <i>Workers' Compensation</i>			
	d. <i>Disability Insurance</i>			
	Subtotal Payroll Taxes			
	<b>Total Personnel</b>			
2. PROFESSIONAL FEES & CONTRACT SERVICES	2.1 Legal Fees			
	2.2 Audit Fees			
	2.3 Electronic Data Processing Fees			
	2.4 Maintenance & Janitorial Contract			
	2.5 Other (explain)			
	<b>Total Professional Fees</b>			

## BUDGET Continued

B-2

EXPENSE CATEGORY		COMMUNITY DEVELOPMENT FUNDS	OTHER FUNDS	TOTAL
<b>3. SUPPLIES</b>	3.1 Office Supplies			
	3.2 Program Supplies			
	3.3 Cleaning & Maintenance Supplies			
	<b>Total Supplies</b>			
<b>4. TELEPHONE</b>				
<b>5. POSTAGE &amp; SHIPPING</b>				
<b>6. OCCUPANCY</b>	6.1 Office Rent			
	6.2 Utilities			
	6.3 Rental & Maintenance of Equipment			
	<b>Total Occupancy</b>			
<b>7. PRINTING &amp; PUBLICATIONS</b>	7.1 Printing, Art Work & Photography			
	7.2 Program Advertising & Recruitment			
	<b>Total Printing &amp; Publications</b>			
<b>8. TRAVEL</b>	8.1 Auto Allowance - Staff			
	8.2 Program Travel - Beneficiaries			
	<b>Total Travel</b>			
<b>9. CONFERENCES &amp; MEETINGS</b>	9.1 Training Conferences - Staff			
	9.2 Other Meeting Expenses			
	<b>Total Conferences</b>			
<b>10. EQUIPMENT LEASE/RENTAL</b>				
<b>11. LIABILITY &amp; THEFT INSURANCE</b>				
<b>SUBTOTAL DIRECT EXPENDITURES</b>				
<b>14. PRORATION GENERAL &amp; MANAGEMENT</b>				
<b>TOTAL</b>				

BUDGET DETAILS

LINE #	DESCRIPTION OF LINE ITEMS <i>Provide specific explanation of lines 2.5, 3, 6.3, 7, 8, 9, &amp; 10</i>	AMOUNT OF ITEM

## BHS Logic Model

Program/Project: \_\_\_\_\_ Agency: \_\_\_\_\_ Date: \_\_\_\_\_

Time Frame: \_\_\_\_\_

Program/Project  
Goal: \_\_\_\_\_

Names & Titles of those with key roles in developing the logic model: \_\_\_\_\_

<b>Inputs</b> <i>(\$'s, staff, volunteers, materials and other resources required)</i> Quantify inputs wherever possible (e.g., "2.5 FTE social workers," "270 volunteer hours")	<b>Activities</b> <i>(What the program does with inputs to achieve its outcomes)</i> Activities should be quantified (e.g., "2 support groups/10 moms ea./ 2 hrs/wk for 4 mos.")	<b>Projected Outcomes</b> <i>(Effects on knowledge, attitudes, skills, behavior, condition or status during or after the program/project)</i>	
		<b>Shorter-term Outcomes</b> <u>Put a "*" next to those you will measure.</u>	<b>Longer-term Outcomes</b> <u>Put a "*" next to those you will measure.</u>